



CITY OF GAHANNA

A Portrait of Gahanna Business *Live – Work – Play*

City of Gahanna
Department of Development
Annual Business Survey Results
2004

Annual Business Survey

- Goals:
 - Continue implementation of a refined business retention and recruitment strategy to strengthen and grow the Gahanna Business Community
 - Assess the needs of the Gahanna business community to more effectively target City assistance & resources and to develop new development tools and policy recommendations.

Ohio Business Retention & Expansion Initiative

- This survey was conducted in partnership with the Ohio Business Retention and Expansion Initiative.
- The Ohio BR&E Initiative is co-sponsored by The Ohio State University Extension and the Department of Agriculture, Environmental and Developmental Economics
- Ohio BR&E assisted in the development, implementation, and analysis of the survey results.
- The Ohio BR&E provided software, training, and technical support for the survey.

Internet Based Survey

- For the first time the Business Survey was administered via the internet.
- This format allowed for a faster response to inquiries, greater ease of analysis, much greater efficiency of data entry, and for a more data-intensive survey.
- www.gahanna.gov/survey

Survey Information

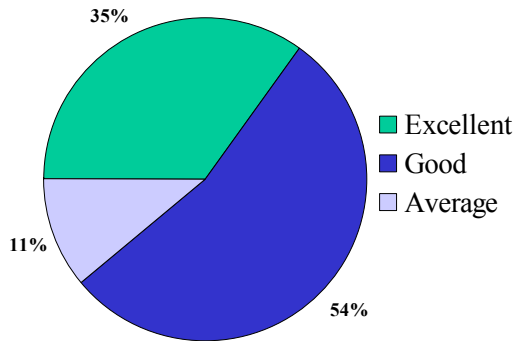
- The 115 questions included:
 - Address & Info Update (contact info/e-mail)
 - Business & Ownership Information
 - 2004 Expectations (expanding, relocating, etc)
 - 2003 Economic Success Rating
 - City Services Ratings
 - Opportunities to ask for assistance
 - Chamber Membership

Survey Incentive

- Quick Reply Incentive
 - First 10 completed surveys received round of golf
 - First 50 completed surveys received Panera gift certificate
 - One respondent received 2 Tickets to the Lion King
 - Survey conducted over 10 days with email notification first, two separate reminder postcards, press release, Chamber e-mail, last notification via email
- Results
 - 8.4% of surveys were returned & database updated
 - 11% requested a meeting with the Development Department
 - Rate of response was statistically significant

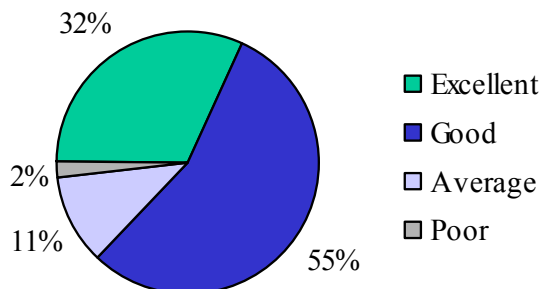
Survey Results – Live...

- The vast majority of the respondents, 89%, rate Gahanna as having an Excellent or Good quality of life.



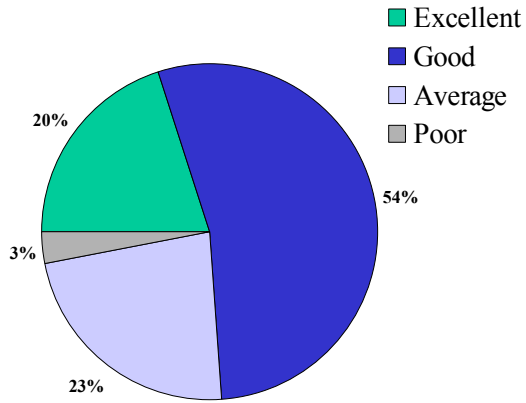
Survey Results – Work...

- The vast majority of the respondents, 87%, rate Gahanna as an Excellent or Good place to do business.
- Over 95% of the respondents would recommend locating in Gahanna to another business.



Survey Results – Play...

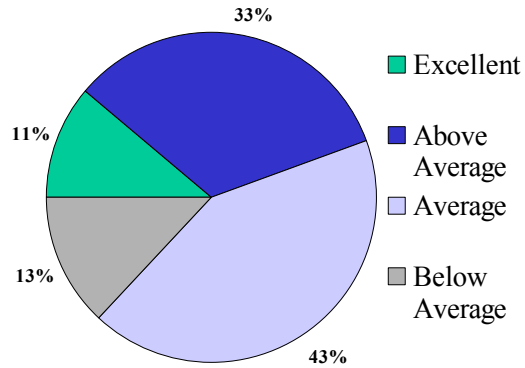
- The majority of the respondents, 74%, rate Gahanna as having Excellent or Good community events and entertainment options.



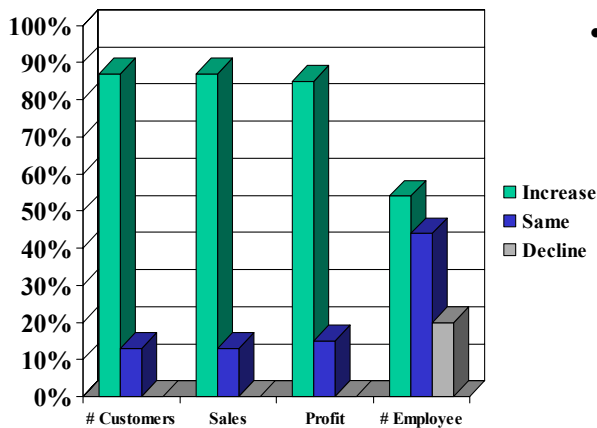
Survey Observations

Economic Success in 2003

- The vast majority of respondents rated their success in 2003 as average or better.
- 44% had an above average or better year economically.
- This success occurred during a generally weak economic period.



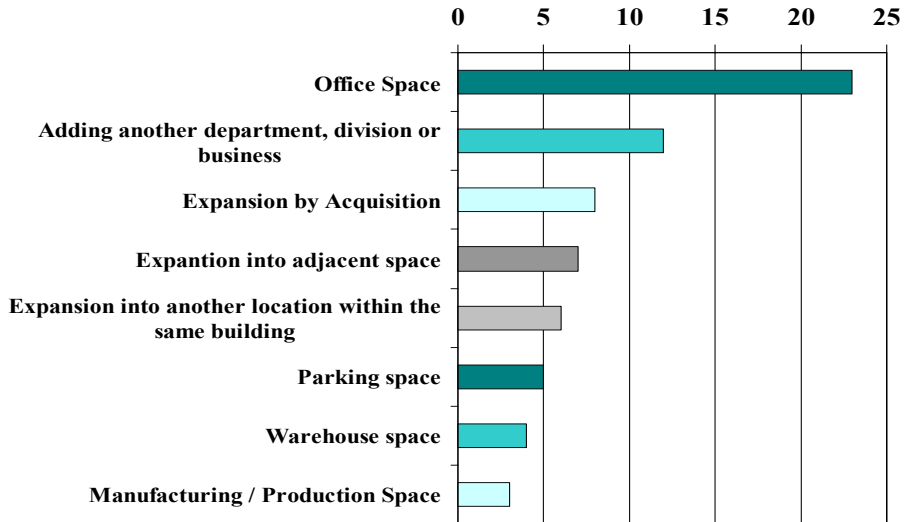
3 Year Forecast – Business Expectations



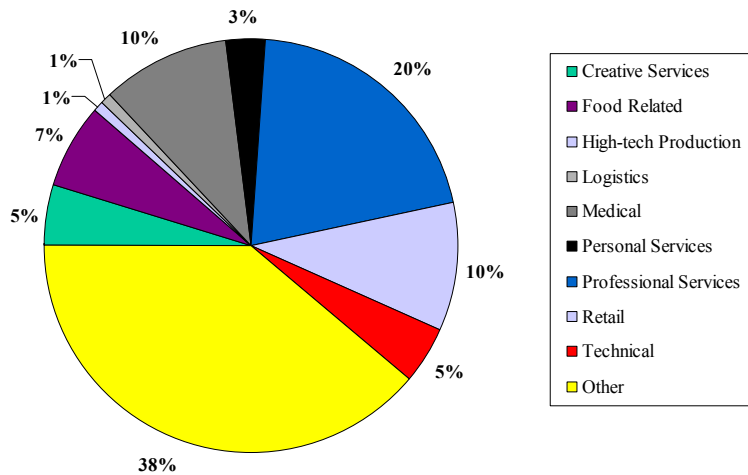
- This gives us an idea of the general, optimistic sentiment among local business for their future prospects.

Expansion Plans

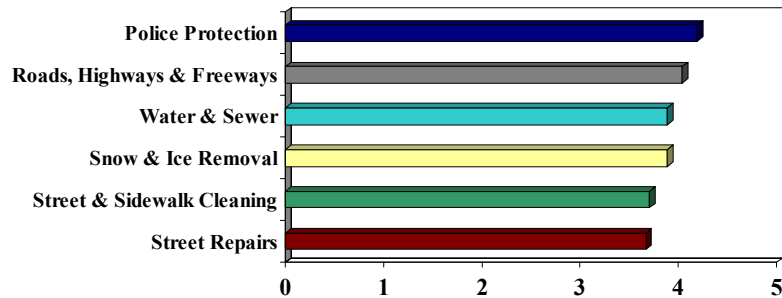
Respondents planning to modernize, renovate or expand their businesses



Business Sectors



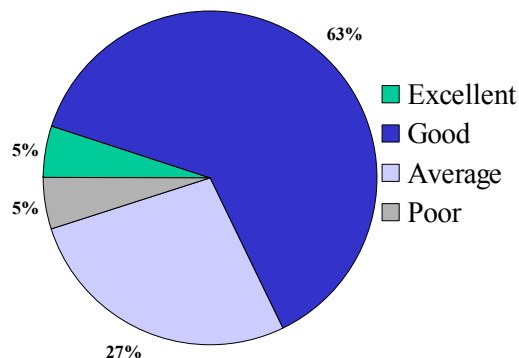
City Service Ratings



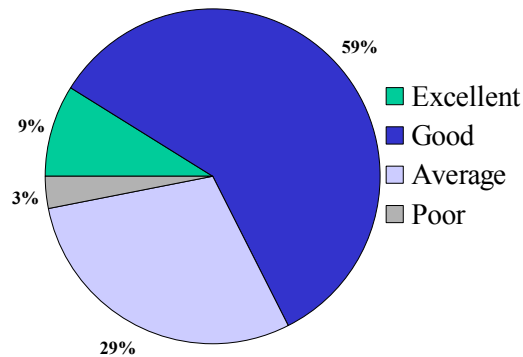
5 = Excellent, 4 = Good, 3 = Average, 2 = Poor, 1 = Very Poor

Development Approval Process

- Most are satisfied with the overall process with 90% saying the administrative review and approval process is excellent or good
- 68% believe that Gahanna's zoning regulations are excellent or good
- 69% believe that Gahanna's building regs are excellent or good



City Council & Business Development Approval



Post-Survey Strategy

- 21 Businesses identified and contacted by the Development Department
- Summary of Survey Results presented to Council, the Chamber of Commerce, and posted on-line at www.gahanna.gov/survey
- Businesses who replied “leaving Gahanna” were contacted immediately as surveys were submitted
- Three quarterly surveys will be conducted based upon this survey